



# DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



## DOD EMALL 2011 DLA Industry Conference

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June 2011



# Agenda

- Mission Statement
- Facts
- FY11 Sales
- Features
- How DOD EMALL Supports the Warfighter
- How to Become a Supplier
- Benefits
- Catalog Data Quality
- Contact Information



# Mission Statement

To provide the Department of Defense (DOD), federal, state, and local agency customer's a world class ecommerce, enterprise wide, web-based solution for one-stop shopping, searching, ordering and shipment status.





# Facts

- Small Business Friendly
  - Over 1,400 commercial vendor catalogs hosted on DOD EMALL
    - Over 1,000 of those are Small Business Administration (SBA) designated
- DOD EMALL Users
  - 1,500,000 hits to the site a week
  - Users are DOD (Services, National Guard, Reserves, Federal, State, and local agencies)



# Facts (cont.)

- Customers
  - 34,114 active users (15,039 orderers)
    - Communications with customers via
      - Website messages, email
    - Training offered for customers
      - PowerPoint tutorials on the website, DLA site training, PMO site training, CD



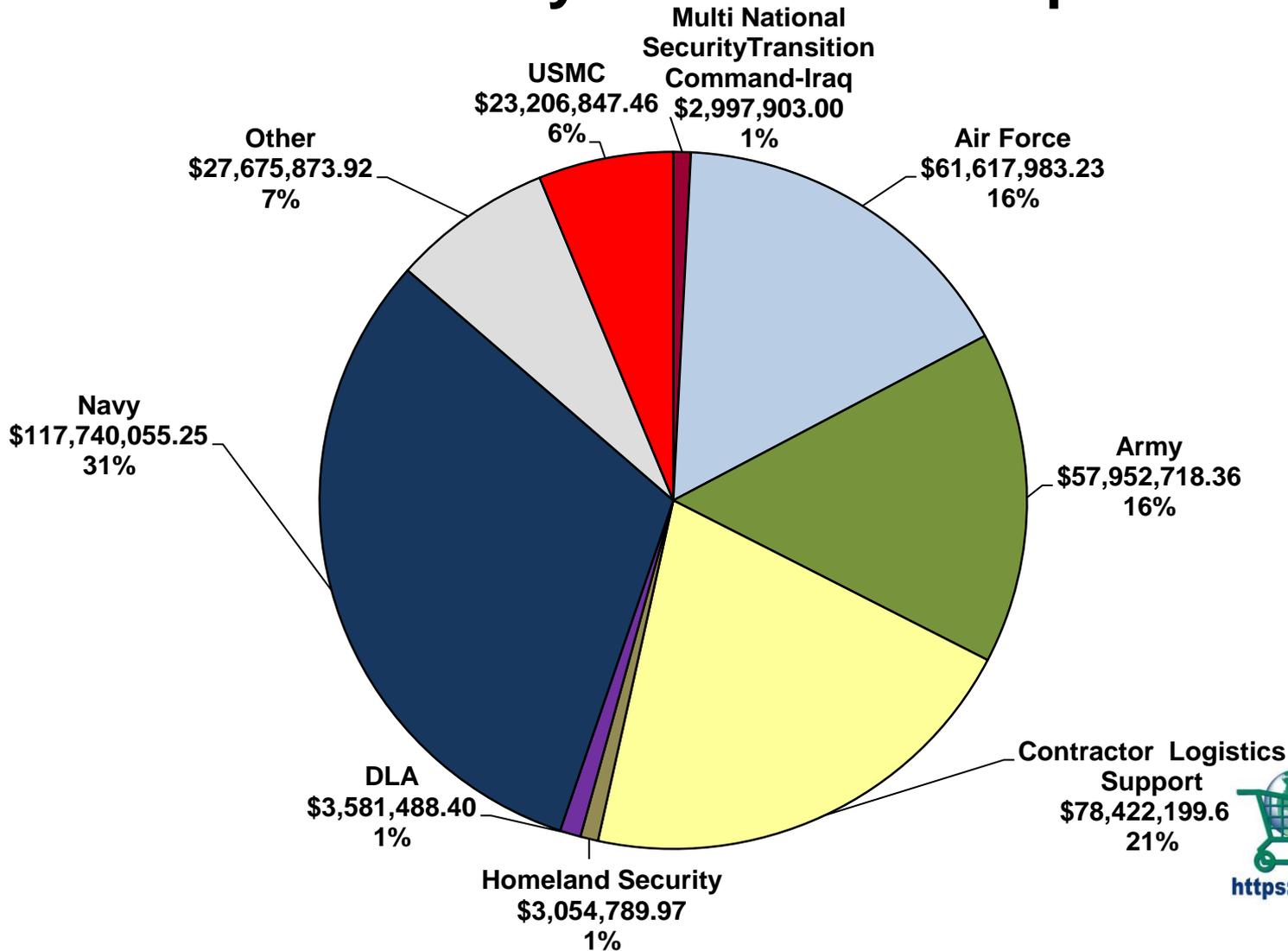
# Facts (cont.)

- Content
  - 39M+ items
    - 5M+ Defense Logistics Agency (DLA) / General Services Administration (GSA), National Stock Numbers (NSN)
    - 34M+ commercial items (includes Long Term Agreements (LTA))
      - 441K+ “Green” items
    - Item totals come from over 1,400 commercial vendor catalogs



# Facts (cont.)

## FY 2011 Sales by Service as of April 2011





# Features

- Provides the most robust internet ordering solution offered to the federal government today
- The DOD EMALL solution set includes:
  - Broadest possible range of supplies and services from Defense Logistics Agency (DLA) and General Services Administration (GSA) sources
  - Supports contracts from all services
  - Advanced search capabilities
  - Specialty stores
  - Detailed item descriptions
  - Payment/Shipping options
  - 24/7 Help Desk 1-877-DLA-CALL





# How We Support the Warfighter

➤ [YouTube - DOD EMALL](#)





# How to Become a Supplier

- Obtain a government contract. Consult your local Procurement Technical Assistance Center (PTAC) at: <http://www.dla.mil/db/procurem.htm> to learn about contracting opportunities and how to register with Central Contracting Registration (CCR)
- Once a government contract is obtained, vendors may send an email to [email.vendors@dlam.mil](mailto:email.vendors@dlam.mil) and provide company name, contract number, Cage Code, DUNS # and Point of Contact (POC) data that includes a phone number and email address
- You will then be assigned a Supplier Account Manager (SAM) to provide you with further guidance



# How to Become a Supplier (cont.)

- Your SAM will send out the following information:
  - Supplier Worksheet
    - A one page form asking for basic information about the company
  - Information on how to receive your orders
    - The SAM will send information on the various ways a company can be set up to receive orders
      - Pretty Good Privacy (PGP), Electronic Data Interface (EDI), Commerce eXtensible Markup Language (cXML)



# How to Become a Supplier (cont.)

- Catalog template
  - An Excel document created for suppliers to list the items they intend to sell on DOD EMALL
    - Contains nine mandatory data elements for suppliers to complete
      - Vendor Part Number - internal reference number, can be the same as Other Equivalent Manufacturers (OEM) part number
      - Product Name - clear unabbreviated item name
      - Product Description - detailed information about the product
      - Price – Free on Board (FOB) destination
      - Unit of Issue - DLA standard unit of issue codes
      - Quantity Per Unit of Issue - items per unit of issue
      - Manufacturer name
      - Manufacturer part number
      - Days After Receipt of Order (ARO)



# How to Become a Supplier (cont.)



EMS Safety Services, Inc.

1046 Calle Recodo, Ste K

San Clemente, CA 92673

Phone: (800) 215-9555

Fax: (949) 388-2776

**EMS Safety Services** providing quality CPR, First Aid, and AED Certification Programs for over 15 years. Our goal is to earn your confidence in the quality of our safety training and first aid products, and keep you as a delighted Customer. Think of us as your one-stop resource for emergency response training and products:

- OSHA-Compliant Training Programs:
  - CPR
  - AED
  - First Aid
  - Bloodborne Pathogens
  - Oxygen Administration
  - Professional Rescuer

With EMS Safety, you don't sacrifice quality for value.

<http://shop.emssafetyservices.com/>

EMS Safety Services, Inc.

1046 Calle Recodo, Ste K

San Clemente, CA 92673

Phone: (800) 215-9555

Fax: (949) 388-2776

Contract #: GS02F0122S

Cage: 3HZ25

DUNS #: 878854504

<http://shop.emssafetyservices.com/>

[Click here to contact the DOD EMALL Supplier Account Manager](#)

X Close Window



# Benefits

- Government wide visibility of company and products
- DOD EMALL logo can be used to promote the business
- Benefits small, large, minority owned, veteran and woman owned businesses
- Multiple payment options
  - Government Purchase Card (GPC)
  - Military Standard Requisitioning & Issue Procedures (MILSTRIP) and Federal Standard Requisitioning & Issue Procedures (FEDSTRIP)
  - Corporate credit cards for government contractors.



# Benefits (cont.)

- AbilityOne, SBA, and “green” products identified or highlighted
- Quick and easy search by
  - National Stock Number (NSN)
  - Products name
  - Catalog or manufacturer part number
  - Keyword
  - Product characteristics



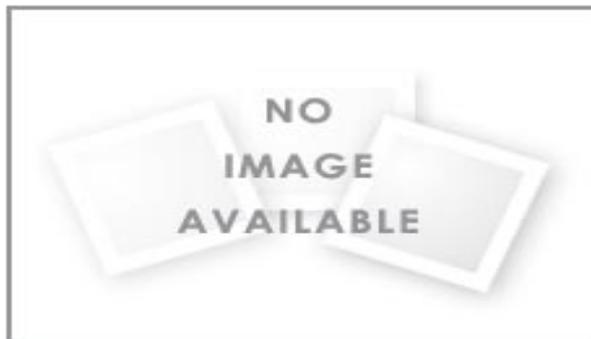
# Catalog Data Quality

- What does data quality mean to customers
  - Customer expectations are difficult to control and impossible to turn off.
  - Avoid misunderstandings
  - Avoid misrepresentation
  - Avoid frustration
  - Avoid lost customer loyalty
  - Avoid costly returns
- What does data quality mean to you
  - Customer satisfaction
  - Customer loyalty
  - Avoid costly returns
  - Greatest positive impact to your profits



# Catalog Data Quality (Poor)

## Item Detail



### Current Cart Controls

Add Qty to cart:

Add

### Media / Specs / Resources

[View Similar Items](#)

## Standard Attributes

<b>Product Name</b>	TONER,TNR CTG,BK	
<b>Item Description</b>	UNV0035 TONER,TNR CTG,BK	
<b>Item Expanded Description</b>	UNV0035 TONER,TNR CTG,BK	
<b>Price</b>	0.0-Infinity	\$47.00
<b>Unit of Issue</b>	EA	
<b>Quantity Per Unit of Issue (QUP)</b>	1	
<b>Supplier</b>	<a href="#">Able Inc.</a>	
<b>National Stock Number (NSN)</b>		
<b>Catalog Number/CLIN</b>	UNV0035	
<b>Manufacturer</b>	UNVSL	
<b>Mfr. Part Number</b>	UNV0035	



# Catalog Data Quality (Preferred)

Item Detail 🔄

**Current Cart Controls**

**Add Qty to cart:**  
 Add

**Media / Specs / Resources**

[ABFTC1182 BOOK,RECEIPT,MONEY/RENT](#)

[View Similar Items](#)

**Standard Attributes**

<b>Product Name</b>	ABFTC1182 BOOK,RECEIPT,MONEY/RENT
<b>Item Description</b>	ABFTC1182 ** Consecutively numbered spiral receipt books let you record all transactions. Convenient check boxes create space to indicate purpose of payment. Duplicates: white and canary. Triplicates: white, canary and pink., Rent Receipt Book,Bound,Trip,2-3/4"x7-5/8",100-Sheet,Black, Rent Receipt;Bound;Trip;2-3/4"x7-5/8";100-Sht;BK 306647 162354 P3TC1182 306647,Adams Business Forms,Forms,Receipt Forms,Books,Spiral,Consecutively Numbered,Wirebound
<b>Item Expanded Description</b>	ABFTC1182 ** Consecutively numbered spiral receipt books let you record all transactions. Convenient check boxes create space to indicate purpose of payment. Duplicates: white and canary. Triplicates: white, canary and pink., Rent Receipt Book,Bound,Trip,2-3/4"x7-5/8",100-Sheet,Black, Rent Receipt;Bound;Trip;2-3/4"x7-5/8";100-Sht;BK 306647 162354 P3TC1182 306647,Adams Business Forms,Forms,Receipt Forms,Books,Spiral,Consecutively Numbered,Wirebound
<b>Price</b>	0.0-Infinity <span style="margin-left: 100px;">\$5.93</span>
<b>Unit of Issue</b>	EA
<b>Quantity Per Unit of Issue (QUP)</b>	1
<b>Supplier</b>	<a href="#">Metro Office Products</a>
<b>National Stock Number (NSN)</b>	
<b>Catalog Number/CLIN</b>	ABFTC1182
<b>Manufacturer</b>	CARDINAL BRANDS INC
<b>Mfr. Part Number</b>	ABFTC1182
<b>Contract Number</b>	W911SE04A0022
<b>Days ARO</b>	1



# Contact Information

- **DOD EMALL customer service**
  - **1-877-352-2255**
- **Outside continental U.S.**
  - **1-269-961-7766/DSN 661-7766**
- **E-mail**
  - **email.vendors@dla.mil**

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AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY

